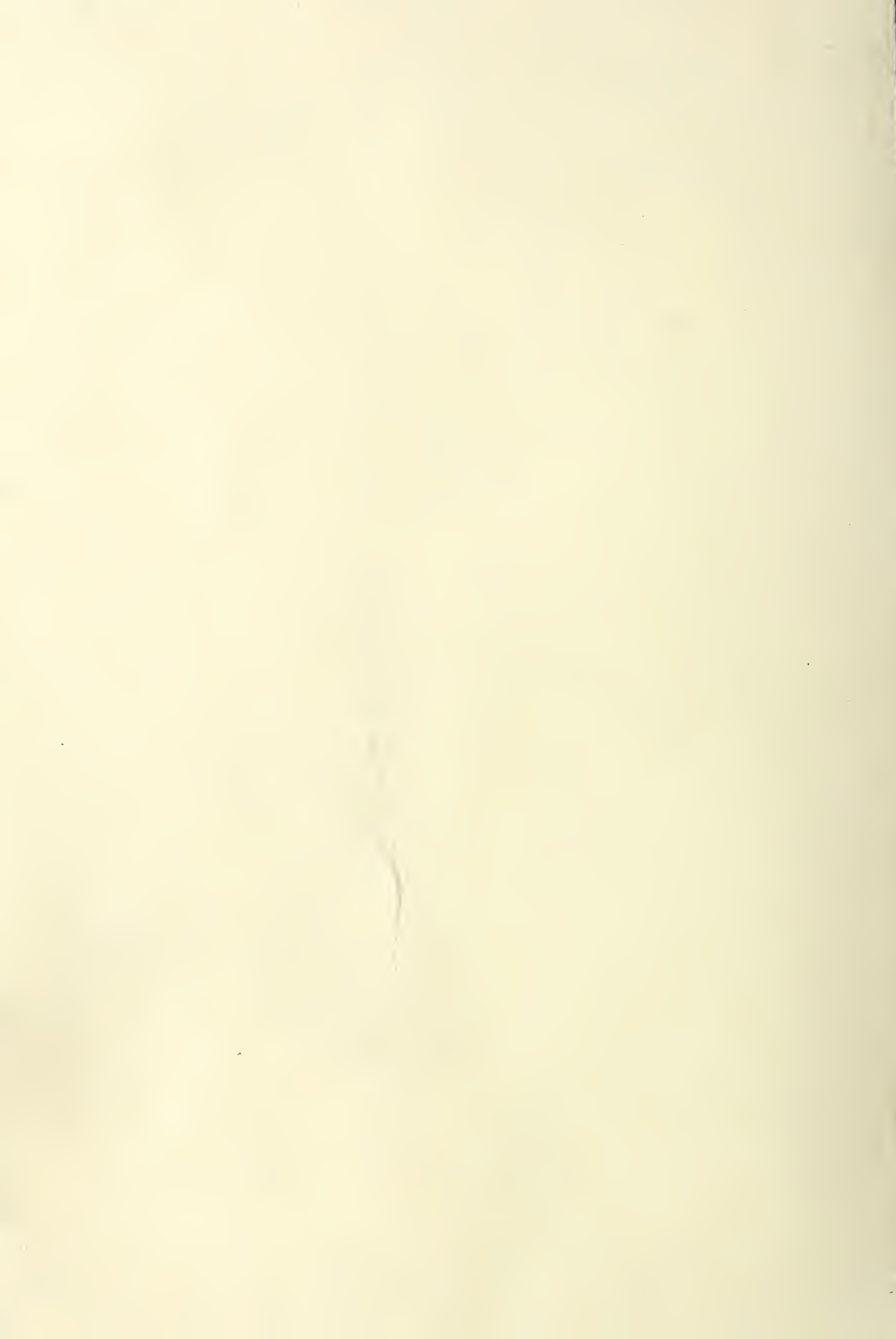


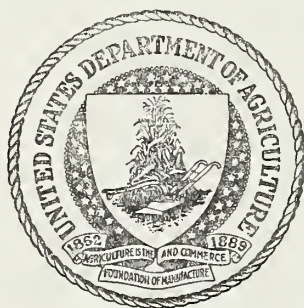
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DAIRY MARKETING RESEARCH REPORTS

A selected list prepared by the Dairy Section,
X Market Organization and Costs Branch,
Marketing Research Division //

This bibliography is divided into three parts. Publications of the Dairy Section, Agricultural Marketing Service, include mainly reports of research done by members of the Section. Regional publications include reports to which the Section has contributed through representation on the respective Regional Committee, or through cooperative agents.

Other cooperative publications are reports of research to which the Dairy Section also made a material contribution of personnel or other resources. Some of these are reports of portions of regional projects which were not included in regional reports.

Publications of the Dairy Section

An Economical Source of Research Data; Norris T. Pritchard and Robert E. Olson, United States Department of Agriculture, AMS, Agricultural Economics Research, 6:93-96, July 1954. Describes and evaluates a method of collecting data from a group of fluid milk distributors in a current AMS study of costs and efficiency in fluid milk processing and distribution. The data are collected through a contractor who acts as an accounting consultant to milk firms and gathers detailed data from them. Uniform accounting procedures are used by all firms in the study. Summarizes the advantages and limitations of the method from the viewpoint of research workers.

An Improved Method of Pricing Fat and Nonfat Solids in Milk; Norris T. Pritchard, United States Department of Agriculture, AMS, Mimeographed, 23 pp., July 1954. Reviews pricing plans designed to take account of the nonfat solids content of milk as well as fat solids content. Presents a recommended plan based on national market values of butter and nonfat dry milk solids and physical relationships in the solids content of milk. Develops milk fat price differentials applicable to prices paid by handlers (use-class prices) and to blend prices paid to producers. Evaluates the recommended plan.

Changes in Marketing Margins and Costs for Dairy Products, 1950-53; Norris T. Pritchard, The Marketing and Transportation Situation, February 17, 1954, pp. 18-26. Shows changes in margins for fluid milk, butter, cheese and evaporated milk from 1950 to 1953 and compares them with estimated changes in operating costs.

Estimating the Solids-not-fat Content of Milk; Louis F. Herrmann, Elsie D. Anderson, and Frank A. Bele, USDA Marketing Research Report No. 65, 13 pp., May 1954. At 16 midwestern and western plants it was found that solids-not-

fat percentages in milk could be estimated within .2 percent for 2 out of 3 samples using the Babcock test and the Quevenne lactometer. Using the butter-fat test above the solids-not-fat could be estimated to within .3 percent in 2 out of 3 samples.

Indirect Estimates of the Solids-not-fat Content of Milk: The Basis for, and History of, Published Methods and Equations; Louis F. Herrmann, United States Department of Agriculture, AMS (Unnumbered Report), 44 pp., March 1954. A review of published research dealing with the relationship between the solids-not-fat, the fat and the specific gravity of milk. Lists 75 equations and discusses their derivation and factors affecting their accuracy.

Reducing Milk Marketing Costs; Robert E. Olson, United States Department of Agriculture, AMS, 10 pp. Annual Meeting of the Northeastern Dairy Conference, March 26, 1954. (Reprinted in the Proceedings of the Northeastern Dairy Conference and in Milk Plant Monthly, 43:25-27 f., May 1954, under the title "Marketing Costs.") Considers the relative importance of costs entering into milk processing and distribution, adds 3rd Quarter 1953 data to that previously published, and appraises possibilities for reducing costs.

Sampling Routines and the Accuracy of Patrons' Butterfat Tests; Louis F. Herrmann, W. G. Bryan, and Elsie D. Anderson, USDA Marketing Research Report No. 66, 23 pp., May 1954. Presents statistical analyses not previously applied to the problem of sampling and testing milk delivered by producers. Composite samples are compared with fresh samples, and the numbers of fresh samples equal in accuracy to composite samples in various respects are shown.

Seasonality of Milk Production Under the Louisville Fall Premium Plan; Gertrude G. Foelsch, USDA Marketing Research Report No. 63, 47 pp., May 1954. The seasonal pattern of production and turnover among producers in the Louisville market under the influence of the fall premium plan are the principal subjects of this report. It covers 9 years of experience since the plan was adopted.

An Analysis of Operating Costs of Selected Milk Dealers; Robert E. Olson, United States Department of Agriculture, BAE, 21 pp. Annual Convention of the Milk Industry Foundation, Boston, Massachusetts, October 27, 1953. (Reprinted in 1953 Milk Industry Foundation Convention Proceedings, Vol. 3, Accounting Section, pp. 47-65.) Preliminary results from a continuing study of operating cost and efficiency in processing and distributing fluid milk and cream products. Includes data for 42-49 plants covering 4 calendar quarters in 1952 and 2 quarters in 1953.

Federal Regulation of Fluid Milk Marketing in the Clinton, Quad Cities, and Dubuque Marketing Areas; Alexander Swantz, USDA Marketing Research Report No. 37, 165 pp., April 1953. An analysis of the economic effects of past and present Federal milk regulatory programs on the marketing and pricing of fluid milk in these markets. Considers such distinct problems as the regulation of a small market and the growth and eventual intermingling of the milk supply and distribution systems of adjacent markets.

Margins on Fluid Milk in the Duluth-Superior Marketing Area; 1947-48; Anna A. Schlenker and Eleanore J. Parker, USDA Marketing Research Report

No. 32, 55 pp., January 1953. This study developed a measure of the composite margin received by dealers for all fluid products sold in the area, and provides comparisons with the margins for the individual items. Effects on dealers' margins of two different types of quantity discount plans are shown, enabling distributors to calculate precisely the price structure which will yield a chosen over-all margin.

Sanitary Milk Control and Its Relation to the Sanitary, Nutritive, and Other Qualities of Milk; A. C. Dahlberg, H. S. Adams, and M. E. Held, National Research Council Publication 250, Washington, D. C., 174 pp., 1953. The final report of a comprehensive study of milk supplies and the sanitary regulations of 8 cities. A committee of the National Research Council carried out the project under a contract between the National Academy of Sciences and the USDA. The findings indicate the need for only a limited number of basic requirements in sanitation regulations to insure a wholesale milk supply.

The Establishment of Central Market Butter Prices in Chicago and New York; Robert W. March and Louis F. Herrmann, USDA Marketing Research Report No. 53, 86 pp., June 1953. A description of the manner in which butter prices are established. The major criticisms of central market butter prices are examined, with particular attention to the volume of trading in wholesale bulk butter on the exchanges, and outside the exchanges. Recommendations are made, which, if adopted, might increase the volume of trading on the spot butter boards of the Chicago and New York mercantile exchanges and thereby broaden the basis for establishing butter values.

The Marketing of Milk in the Louisville Area Under Federal Regulation; Gertrude G. Foelsch, USDA Marketing Research Report No. 43, 323 pp., June 1953. The evolution and functioning of Federal regulation in a specific milk marketing area are treated thoroughly, both in principle and in detail. Complexities of milk marketing are illustrated in the discussion of such problems as: changes in the classification procedure; the reconciliation between receipts and utilization; the evolution of the pricing procedure; and attempts to influence seasonality of production.

What Has Happened to Concentrated Milk? ; Eleanore J. Parker and Edmond S. Harris, Reprinted from USDA Marketing Activities, 3 pp., July 1953. A report based on a survey of sales of bottled concentrated milk in cities regulated by Federal marketing orders. Advantages of the product are described and data are presented on sales in markets where it has been introduced. Factors which have contributed to the decline in demand after the initial spurt in sales are discussed.

Early Development of Milk Marketing Plans in the Kansas City, Missouri, Area; Edmond S. Harris, USDA Marketing Research Report No. 12, 99 pp., May 1952. In the period of Federal regulation in the Kansas City milk market covered by this report there were acute problems with respect to the role of local industry, freedom of entry for new producers, fixing of resale prices, and treatment of producer distributors. The problems are recurrent and this report throws some light on their solution.

Economic Effects of Federal Regulation of the Minneapolis-St. Paul Fluid Milk Market; Alexander Swantz, USDA Marketing Research Report No. 11, 218 pp., May 1952. This report analyzes in detail distinctive features

of the Minneapolis-St. Paul market, including the location of the market in an intensive dairy area and competition among cooperatives for a share in the market as influenced by the terms of the regulation.

How Federal Milk Marketing Orders Are Developed and Amended; Alexander Swantz, United States Department of Agriculture, 13 pp., May 1952. A reprint of one chapter of the report on the Minneapolis-St. Paul market. Describes briefly the Marketing Agreements Act, the procedures for issuing and amending orders, what an order contains and what it does. Suitable for extension and instructional uses.

The "18 Condensery" Milk Price Series; Joel L. Blum and Robert W. March, United States Department of Agriculture, 19 pp., October 1952. A descriptive report concerning a price series widely used in computing minimum prices under Federal milk marketing orders. The report describes the plants and their pricing and milk procurement practices.

Farm-to-Retail Margins for Fluid Milk; Louis F. Herrmann and Mordecai Baill, United States Department of Agriculture, BAE, 29 pp., November 1951. Compares the price spread on fresh fluid milk among markets according to geographic location, population, differential delivered to home and milk sold in stores, government regulation, wage rates for drivers of milk trucks, level of prices paid farmers, differences between prices paid farmers for milk used for fluid milk and milk used for cream, price spread between milk used as fluid and milk used for producing cream and cottage cheese jointly, per capita consumption of milk and per capita income.

Federal Milk Marketing Orders and Dairy Programs in World War II; Gertrude G. Foelsch, United States Department of Agriculture, Agriculture Monograph No. 12, 65 pp., August 1951. Analyses of experiences in individual Federal order markets, such as the studies of Philadelphia, St. Louis, and Duluth-Superior listed above, require special consideration of war-time regulations that were in effect from 1940 to 1946. This report fills that need.

Federal Regulation of Milk Marketing in the Duluth-Superior Area; Edmond S. Harris and Joel L. Blum, United States Department of Agriculture, PMA, Agricultural Information Bulletin No. 68, 112 pp., August 1951. One of the series of studies summarizing information largely available only from Departmental records and essential for the analysis of milk marketing problems under Federal regulation.

Trends in the Production of American Cheese; L. S. Smith and L. P. Jenkins, The Marketing and Transportation Situation, United States Department of Agriculture, BAE, January 1951. Compares the production of American cheese by regions and for selected states for three decades: 1920-29, 1930-39, and 1940-49.

Costs and Margins of Milk Distributors in Memphis, Tennessee, in 1948; Louis F. Herrmann and Thomas J. Whatley, United States Department of Agriculture, BAE, 30 pp., 1950. Shows sales, expenses, and profits for a group of milk distributors in Memphis, Tennessee. Compares expenses for retail and wholesale distributors, large and small dealers, and compares price spreads and measures of performance for Memphis with other markets.

History and Analysis of Milk Supply Problems in the St. Louis Market; Glenn W. Freemyer, United States Department of Agriculture, PMA, 156 pp., October 1950. St. Louis had supply problems similar in some respects to those of the Philadelphia market. Receipts of milk from milk producers failed to meet market requirements during several months of every year from 1939 to 1949. Causes of and remedies for the situation are analyzed.

Sanitary Milk and Ice Cream Legislation in the United States; A. C. Dahlberg and H. S. Adams, National Research Council Bulletin 121, 59 pp., July 1950. This report gives the results of a survey of sanitary regulations on milk and ice cream. It contains tabulations and comparisons of the regulations in 48 States and 84 cities.

- * The Philadelphia Milk Supply; United States Department of Agriculture, PMA, 100 pp., July 1950. A report dealing with the circumstances surrounding unwillingness of a number of handlers in the Philadelphia market to handle surplus milk during the flush production months. Five factors contributing to this situation are analyzed.

The Pricing of Surplus Milk in the Chicago Market; Robert W. March, United States Department of Agriculture, PMA, 79 pp., November 1949. A report of research which led to a change in the minimum price required to be paid by handlers under the Chicago order for milk used in the manufacture of butter and cheese. The pricing formula developed in this research report incorporated notable refinements of yield and cost factors.

Flexibility of Operation in Dairy Manufacturing Plants; Joseph M. Cowden and Harry C. Trelogan, USDA, Circular No. 799, 40 pp., September 1948. A report on the prevalence of diversified plants as shown by statistics of manufactured dairy products for 1944. At that time about 1 percent of the 9,739 plants reporting the production of dairy products were generally diversified. The numbers and importance of plants having various product combinations are shown.

Marketing of Dairy Products, 1936-1940; Donald W. Gooch, Robert W. Harmon, and Oliver M. Shipley, USDA Library List No. 43, 75 pp., June 1948. A list of reference materials compiled at the beginning of the Research and Marketing Act program. By facilitating references to dairy marketing research materials, it is helpful in developing dairy marketing research projects.

- * Marketing Margins and Costs for Dairy Products; Charles B. Howe, United States Department of Agriculture, BAE, Technical Bulletin No. 936, 82 pp., November 1946. One of a series of publications showing marketing margins and costs for selected commodities. Includes marketing margins and costs, marketing channels, division of the consumer's dollar, and analysis of margins for fluid milk, butter, American cheese, and evaporated milk.

* Supply exhausted.

Regional Publications

The Effect of Methods of Paying Farmers for Milk on Seasonality of Production in Selected Southern Markets; W. W. Moffett, Jr., Warren E. Collins, et al, Mississippi Agricultural Experiment Station, State College, Mississippi, Southern Cooperative Series, Bulletin No. 38, June 1954. Describes pricing and other regulations in the South and the kinds of pricing plans used in the South to pay farmers for milk. Analyzes the plans by determining the price incentive offered for uniform production and shows the seasonality of deliveries experienced in southern markets under various plans. Emphasizes the relationship between pricing plans and seasonality of production.

An Economic Analysis of Butter-Nonfat Dry Milk Plants; Scott H. Walker, Homer J. Preston, and Glen T. Nelson, University of Idaho, Agricultural Experiment Station, Moscow, Idaho, Research Bulletin No. 20, June 1953, 90 pp. Five model roller-process and 7 model spray-process butter-powder plants were developed from data collected from a like number of real plants. The model plants were used to analyze the relationship between costs and scale of operations and to study efficiency in the utilization of labor, equipment, and other resources. Detailed processing costs were obtained for each of 17 functions in four broad categories: (1) overhead, (2) joint operating, (3) butter manufacturing, and (4) powder manufacturing.

Building Designs for Dairy Processing Plants; Clayton M. Page and Scott A. Walker, University of Idaho, Agricultural Experiment Station, Moscow, Idaho, Bulletin No. 297, 27 pp., June 1953. A summary of the principles of site selection, building flexibility, structural systems and materials, and special construction and material use problems. Also includes descriptions for floor plans and estimated building costs for 4 model butter-powder plants. Descriptions of physical and maintenance characteristics for use in rating different constructions are included.

Costs, Quality, and Prices of Fluid Milk in Rural and Urban Areas of Utah and Montana; Wells M. Allred and Edward H. Ward, Utah State Agricultural College, Agricultural Experiment Station, Logan, Utah, Bulletin 365, 40 pp., December 1953. An analysis of the operating costs of 33 fluid milk processing plants in Utah and 9 in Montana. Discusses the reasons for low unit operating costs. A description of the pricing pattern for fluid milk products in Utah and an analysis of the quality of fluid milk supplied Utah communities are also given.

Handbook of Dairy Statistics; North Central Regional Technical Committee For Dairy Marketing Research, Illinois Agricultural Experiment Station, Urbana, Illinois, 262 pp., 1953. Assembles detailed economic statistics for the United States and specified states and markets. Includes number of producers, total deliveries, average daily deliveries, population, average daily sales of whole milk, cream and miscellaneous drinks, average annual income per person, dealers' selling prices, average prices paid producers, butterfat differentials, and average butterfat tests in selected fluid milk markets. Also includes cow numbers, production per cow, and total annual milk production for the United States and for specified states, and indices of costs of foods in specified markets and the United States.

Outer-Market Distribution of Milk in Paper Containers in the North Central Region; North Central Regional Technical Committee for Dairy Marketing Research, North Central Regional Publication No. 39, Purdue University, Lafayette, Indiana, Station Bulletin 600, 44 pp., October 1953. A survey was made to obtain information about the extent of distribution of milk in paper containers outside the cities and towns in which it was packaged and the sales channels used. Analyzes the reasons for the rapid growth of outer-market distribution and lists the barriers inhibiting expansion in some instances. Points out the problems created as the result of widening distribution areas.

Pricing Efficiency in the Manufactured Dairy Products Industry; James B. Hassler, Hilgardia, Vol. 22, No. 8, August 1953, University of California, Berkeley, California, 99 pp. A report of an investigation evaluating the price results of the United States dairy products industry from the plant level to the wholesale level. Emphasis is placed on intermarket product prices in some major cities, on relative net prices of products for processing plants, and the connection between the latter values and the producer prices for milk.

Specifications and Costs for a Milk Pasteurizing and Bottling Plant; Maynard C. Conner, Leland Spencer, and C. W. Pierce, Northeast Regional Publication No. 16, Virginia Polytechnic Institute, Agricultural Experiment Station, Blacksburg, Virginia, Bulletin 463, 48 pp., 1953. A model fluid milk processing plant with detailed design and cost specifications was developed in consultation with a firm of management engineers, dairy manufacturing specialists, and equipment companies. Modifications are made in the original model plant to test the effect on costs of reduced volume of output, handling of surplus milk, purchase of some by-products, and combined glass-paper operations.

Butter Pricing and Marketing at Country Points in the North Central Region; Hugh L. Cook, Paul L. Kelley, E. Fred Koller, and Arthur H. Miller, North Central Regional Publication No. 26, Minnesota Agricultural Experiment Station, St. Paul, Minnesota, Technical Bulletin 203, 59 pp., June 1952. Summarizes research on butter pricing and marketing at country points which undertook to test the hypothesis that central market quotations underquote the butter market and that many creameries suffer a disadvantage of selling butter due to a lack of market information as a basis for bargaining. The report deals with packaging butter, destination of shipped butter, marketing channels, sales agreements used, decisions on where to sell butter, conditions of sale, pricing butter to patrons and local trade, and an analysis of price differences of shipped butter.

Economics of Cheese Manufacturing in Tillamook County, Oregon; Gordon A. Rowe, Oregon State College, Agricultural Experiment Station, Corvallis, Oregon, Station Bulletin 529, 31 pp., December 1952. Determines the relationship of unit cost to volume in cheese plants based on a study of 16 plants. Shows costs rates and variable costs for 5 of the plants of different sizes with variations in cost which were not related to differences in size eliminated. Economies of scale in the operations of cheese plants were found but the minimum point in the long run planning curve of manufacturing cost was beyond the range of volume for plants included in the study.

Prices and Milksheds of Northeastern Markets; William Bredo and Anthony S. Rojko, Northeast Regional Publication No. 9, University of Massachusetts, Agricultural Experiment Station, Amherst, Massachusetts, Bulletin No. 470,

103 pp., August 1952. Applies price and location theory to milk marketing in the Northeast in order to determine fluid milk and cream prices at the city plant in the several markets which will result in the most economical use of milk supplies in the region. Makes suggestions for efficient milk pricing and for adjustments in milksheds.

Seasonality of Supply and Utilization of Milk in the South, 1949; Warren E. Collins, et al, Southern Cooperative Series, Mississippi Agricultural Experiment Station, State College, Mississippi, Bulletin No. 25, 59 pp., July 1952. Analyzes the seasonality of supply and utilization of milk in the South by geographic region and for milk utilized for fluid uses. Shows the average prices paid for milk in the South by months during 1949. Estimates per capita consumption of major fluid products in the South.

The Dairy Balance of the Pacific Slope; A. H. Harrington and Wendell Calhoun, A Western Regional Publication, State College of Washington, Agricultural Experiment Station, Pullman, Washington, Stations Circular No. 191, 17 pp., May 1952. Analyzes the supply-consumption balance on the pacific slope in 1949 and projects future production and consumption trends.

Trends in the Production and Disposition of Milk and the Importance of Dairying in the South, 1925-50; Warren E. Collins, et al, Mississippi Agricultural Experiment Station, State College, Mississippi, Southern Cooperative Series, Bulletin No. 19, 26 pp., December 1951. Summarizes data available from secondary sources concerning the dairy industry in the South, compares statistics for the South with the rest of the United States, and traces the development of dairying in the South from 1924 to 1950.

What Makes the Market for Dairy Products?; Alan MacLeod, Leland Spencer, and R. K. Froker, University of Wisconsin, Agricultural Experiment Station, Madison, Bulletin 477, North Central Regional Publication No. 10, September 1948. A review and summary of research concerning the consumption of, and demand for, milk and dairy products. Includes a bibliography of 101 references.

Other Cooperative Publications

Pricing Milk to Farmers at Butter-Nonfat Dry Milk Plants; Scott A. Walker, Agricultural Economics Research, Vol. V, No. 4, October 1953, United States Department of Agriculture, BAE. Describes and analyzes an improved pricing plan developed from a detailed analysis of physical and monetary input-output relationships in specialized butter-powder plants in the Pacific Northwest.

Changes in Milk Utilization (Portland Milkshed, 1940-50); Gordon A. Rowe Oregon State College, Agricultural Experiment Station, Corvallis, Oregon, Circular of Information 512, 12 pp., June 1952. Describes the changes in milk utilization in the Portland milkshed brought about by the rapid increase in population during the decade 1940-50. The growth of population exceeded expansion in milk production resulting in the sale of a greater proportion of milk for fluid milk and ice cream use. This required extension of milksheds, changes in the pattern of farm marketing, and adjustments in the location of manufacturing facilities.

Costs of Distributing Milk in the Portland Market; G. E. Korzan, Albert B. Davis, and Donovan D. MacPherson, Oregon State College, Agricultural Experiment Station, Corvallis, Oregon, Station Bulletin 510, 23 pp., February 1952. Average unit costs were computed from cost data obtained from 20 milk distributors in the Portland Market. Unit costs were related to the size of business, costs of processing milk in glass and paper containers were compared, and costs of distributing milk wholesale and retail were computed. Suggestions are made for reducing costs in milk distribution.

Seeking Ways to Improve Marketing of Butter at Country Points; Hugh L. Cook and Norris T. Pritchard, The Agricultural Situation, Vol. 36, No. 11, November 1952, United States Department of Agriculture, BAE. Briefly summarizes results of research designed to improve the means of pricing butter at country points.

Supply and Price Relationships for New Hampshire Fluid Milk Markets; J. R. Bowring, University of New Hampshire, Agricultural Experiment Station, Durham, New Hampshire, Station Bulletin 389, 15 pp., April 1952. Delineates market boundaries for New Hampshire milksheds designed to minimize the distance milk must be transported.

The Milk Market Control Law in Virginia; Maynard C. Conner, Virginia Polytechnic Institute, Agricultural Experiment Station, Blacksburg, Virginia, Bulletin 444, 49 pp., June 1951. Presents a historical sketch of the Virginia Milk Control Law, outlines the administrative organization of the Milk Control Commission, states the powers and functions of the Commission and analyzes the economic conditions which influenced the development of the law.

Consumer Acceptance of Dry Milk in Quantity Cookery; Hugh L. Cook and Dorothy L. Hussemann, University of Wisconsin, Agricultural Experiment Station, Madison, Wisconsin, Research Bulletin 164, 32 pp., January 1950. Develops formulae for using dry milk in preparation of certain food dishes and evaluates the dishes by taste panel technique. Shows that the use of dry milk may be increased in scalloped potatoes, baked custard, chocolate blanc mange, and creamed salmon and peas without decreasing the preferences for the products. However, in no case were preferences for these products increased by increasing milk solids content. Dry milk was an acceptable substitute for fluid milk or evaporated milk in the preparation of these products. The amount of nonfat solids which could be used was limited by an observed thickening effect.

Efficiency of Milk Marketing in Connecticut, (12. Wholesale Milk Distribution); G. A. King and R. G. Bressler, Jr., University of Connecticut, Agricultural Experiment Station, Storrs, Connecticut, Bulletin 273, 56 pp., July 1950. Determines detailed time requirements on wholesale delivery routes and computes labor costs by applications of wage rates. Computes wholesale delivery truck costs. Applies labor and truck costs to estimate wholesale delivery costs and to determine the effects of volume per customer stop on delivery costs.

Industrial Uses and Preferences for Nonfat Dry Milk Solids; Hugh L. Cook and Harlow Halvorson, University of Wisconsin, Agricultural Experiment

Station, Madison, Wisconsin, Research Bulletin 169, 47 pp., August 1950. Analyzes the market for nonfat dry milk solids and the factors effecting the demand for nonfat dry milk solids for different kinds of users. Analyzes the substitution between milks and other ingredients for different users in terms of response to price and legal requirements. Recommends expanding bakery outlets for nonfat dry milk solids, stressing comparative advantages of nonfat dry milk solids, tailoring the product to specific needs of users, improving distribution, improving information, and changing standards of identity.

The Seasonal Adjustment of Milk Production in the Boston Milkshed; M. S. Parsons, G.E. Frick, W.E. Pullen, and William Bredo, United States Department of Agriculture, BAE, 57 pp., June 1950. Gives the extent of seasonal variation from year-to-year and presents case examples of individual farms. Lists the reasons farms vary in seasonal patterns and farmers' opportunities for seasonal adjustments. Discusses seasonal milk pricing policy in terms of its relationship to freshening patterns and economic effects of reducing seasonal milk supplies.

Seasonality of Milk Deliveries in the Boston Milkshed; James D. Lee, United States Department of Agriculture, BAE, 46 pp., June 1949. Presents seasonal relatives showing seasonality in milk deliveries in the Boston Milkshed 1938-48. Compares seasonality in different areas of the milkshed.

Efficiency of Milk Marketing in Connecticut, (10. Consumer Demands and Preferences in Milk Delivery); R. G. Bressler, Jr., University of Connecticut, Agricultural Experiment Station, Storrs, Connecticut, Bulletin 257, 51 pp., April 1948. Determines reaction to (a) alternate-day delivery, (b) exclusive delivery territories, (c) one plant for each market, and (d) elimination of home delivery routes. Data were obtained by questioning householders in Willimantic and Hartford, Connecticut. Also analyzes potential savings from milk delivery reorganizations.

Efficiency of Milk Marketing in Connecticut, (11. Economies of Scale in Specialized Pasteurizing and Bottling Plants; W. F. Henry, R. G. Bressler, Jr., and G. E. Frick, University of Connecticut, Agricultural Experiment Station, Storrs, Connecticut, Bulletin 259, 61 pp., June 1948. Develops cost curves for individual plants and the curve showing economies of scale by designing model plants and computing costs. Analyzes the effects of changes in prices and cost rates.



